



Avila Beach Tourism Alliance

June 12, 2013

County Business Improvement District c/o
County of San Luis Obispo
Nikki Schmidt
1055 Monterey Street, D430
San Luis Obispo, CA 93408

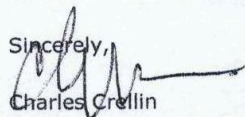
To whom it may concern,

The Avila Beach Tourism Alliance (ABTA) recently agreed to a 12 month marketing relationship with TJA Advertising, and owner John Sorgenfrei. John and his team have been working with the ABTA board since its inception and previously owned the rights to the VisitAvilaBeach.com website.

Since then, TJA has completed an overall redesign of the VisitAvilaBeach.com website and designed the ABTA logo. Additionally, TJA launched a successful ad campaign for the Amgen Tour of California Stage 5 Finish recently held in Avila Beach and sponsored by the ABTA. They also produced a 30 second TV spot televised during the Amgen race that is currently being used as part of the ABTA's YouTube/Facebook ad campaign. The ABTA is looking forward to working with TJA on Savor Adventure Tour and Sunset Savor weekend promotions, as well as continuing on the momentum created through Avila's social media channels.

Due to the experience and history that TJA has with Avila, and the ABTA, the board agreed to move ahead with an annual marketing commitment. The ABTA believes that this track record with the ABTA was sufficient for a sole source justification that supports our selection of TJA. The ABTA understands that the County has recommended that the local fund go out for RFP at the conclusion of the current TJA contract.

Sincerely,


Charles Crellin
ABTA Board Chair